

**Audit Period: July 1, 2014 – September 30, 2015**

**LOCAL Houston Magazine  
(formerly 002 Houston)**

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Houston, TX 77007  
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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	71,764 (Print Edition)
Digital Edition:		501 (Digital Edition)
Website:	Average Website Unique Visitors:	4,990
Social Media:	Average Facebook Likes:	11,469
	Average Twitter Followers:	17,082
	Average Instagram Followers:	8,521



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 76 Pages
Circulation Cycle:	Monthly
Ownership:	Nodo Magazine, LLC
Year Established:	1998
Publication Type:	City & Regional Magazine
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	Contact Publisher
Cover Price:	\$5.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	01-2056
DMA/MSA/CBSA:	Houston, TX / Houston--Galveston--Brazoria, TX / Houston-Sugar Land-Baytown, TX
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 9" wide X 10" depth.
Open Rate:	Local: \$4,300.00 Full Page - \$1,050.00 1/9 <sup>th</sup> Page National: \$4,300.00 Full Page - \$1,050.00 1/9 <sup>th</sup> Page
Insert Open Rate:	\$150.00 per thousand
Classified Rate:	Contact Publisher
Deadline Day & Time:	Thursday by 12 Noon

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Alex Martinez	EMAIL: alex@localhoustonmagazine.com
Advertising:	Alex Martinez	EMAIL: alex@localhoustonmagazine.com
Circulation:	Circulation	EMAIL: circulation@localhoustonmagazine.com



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### 5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-2056	Monthly	LOCAL Houston Magazine Houston, TX
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>71,764</b>
Average Gross Distribution	(5-F)	71,975
Average Net Press Run	(5-A)	72,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		72,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		39,085
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		32,890
Total Average Controlled Distribution		71,975
Controlled Returns		(211)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>71,764</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		71,975
G. Total Unclaimed / Returns		(211)*
<b>H. Average Net Circulation</b>		<b>71,764</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

**6A. Audited Average Website Reporting - www.localhoustonmagazine.com**

	Monthly Audit Period Average
Website Unique Visitors	4,990
Website Visitors	6,939
Percent of New Visitors	39.46%
Website Page Views	12,916
Pages Per Visit	1.86
Average Time Spent on Website	00:02:06
Bounce Rate	63.86%

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE VISITORS:** A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**PERCENT NEW VISITORS:** The percentage of visitors that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**6B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average
Digital Edition Single Copy	867
Digital Edition Subscribers	230
Unique Digital Edition Visitors (Web)	501
Digital Edition Page Views (Web)	5,892

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**DIGITAL EDITION SINGLE COPY:** Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

**UNIQUE DIGITAL EDITION VISITORS (WEB):** Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**DIGITAL EDITION PAGE VIEWS (WEB):** Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

**6C. Text Media - Not Reported**



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**6D. Social Media**

Social Media Source	Media Usage
Facebook - www.facebook.com/LocalHoustonMagazine	11,469 Likes
Twitter - @local_houston	17,082 Followers
Instagram: @local_houston	8,521 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**6E. Email Media - Not Reported**

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	71,728	71,750	71,831	-
01/01/14-12/31/14	CVC	72,815	72,815	71,809	71,700
01/01/13-12/31/13	CVC	71,769	72,815	72,815	72,965
01/01/12-12/31/12	CVC	71,840	71,807	71,860	71,840
01/01/11-12/31/11	CVC	71,700	71,773	71,811	71,815
01/01/10-12/31/10	CVC	71,695	71,805	71,832	71,730
01/01/09-12/31/09	CVC	74,734	74,654	69,685	69,685
01/01/08-12/31/08	CVC	69,600	69,600	69,600	69,600
01/01/07-12/31/07	CVC	69,600	69,600	69,600	69,600
01/01/06-12/31/06	CVC	No Reporting	No Reporting	69,600	69,600
04/01/05-12/31/05	CVC	-	61,100	71,100	No Reporting

**8. Distribution by Zip Code (October 2015 Edition) Monthly**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77002	Houston	Harris	TX	0	5,560	0	5,000	10,560
77003	Houston	Harris	TX	0	545	0	545	1,090
77004	Houston	Harris	TX	0	825	0	860	1,685
77005	Houston	Harris	TX	0	2,785	0	2,625	5,410
77006	Houston	Harris	TX	0	3,300	0	3,000	6,300
77007	Houston	Harris	TX	0	4,225	0	4,000	8,225
77008	Houston	Harris	TX	0	1,210	0	1,000	2,210
77009	Houston	Harris	TX	0	75	0	75	150
77010	Houston	Harris	TX	0	800	0	800	1,600
77018	Houston	Harris	TX	0	75	0	75	150
77019	Houston	Harris	TX	0	2,110	0	1,000	3,110
77024	Houston	Harris	TX	0	1,775	0	1,000	2,775
77025	Houston	Harris	TX	0	105	0	105	210
77027	Houston	Harris	TX	0	1,825	0	1,000	2,825
77030	Houston	Harris	TX	0	440	0	440	880
77036	Houston	Harris	TX	0	50	0	50	100
77037	Houston	Harris	TX	0	200	0	200	400
77042	Houston	Harris	TX	0	95	0	95	190

**8. Distribution by Zip Code (October 2015 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77043	Houston	Harris	TX	0	25	0	25	50
77046	Houston	Harris	TX	0	90	0	90	180
77054	Houston	Harris	TX	0	225	0	225	450
77055	Houston	Harris	TX	0	200	0	200	400
77056	Houston	Harris	TX	0	3,150	0	3,000	6,150
77057	Houston	Harris	TX	0	1,385	0	1,000	2,385
77063	Houston	Harris	TX	0	190	0	190	380
77069	Houston	Harris	TX	0	200	0	200	400
77074	Houston	Harris	TX	0	125	0	125	250
77077	Houston	Harris	TX	0	730	0	730	1,460
77079	Houston	Harris	TX	0	785	0	785	1,570
77081	Houston	Harris	TX	0	100	0	100	200
77087	Houston	Harris	TX	0	100	0	100	200
77090	Houston	Harris	TX	0	25	0	25	50
77092	Houston	Harris	TX	0	25	0	25	50
77094	Houston	Harris	TX	0	50	0	50	100
77095	Houston	Harris	TX	0	75	0	75	150
77096	Houston	Harris	TX	0	100	0	100	200
77098	Houston	Harris	TX	0	3,410	0	2,000	5,410
77389	Spring	Harris	TX	0	575	0	575	1,150
77401	Bellaire	Harris	TX	0	175	0	175	350
77450	Katy	Harris	TX	0	425	0	400	825
77477	Stafford	Fort Bend	TX	0	150	0	150	300
77478	Sugar Land	Fort Bend	TX	0	240	0	200	440
77479	Sugar Land	Fort Bend	TX	0	415	0	400	815
77494	Katy	Fort Bend	TX	0	115	0	100	215
TOTAL				0	39,085	0	32,915	72,000

**9. Distribution by County (October 2015 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Fort Bend	Katy Stafford Sugar Land	TX	0	920	0	850	1,770
Harris	Bellaire Houston Katy Spring	TX	0	38,165	0	32,065	70,230
TOTAL			0	39,085	0	32,915	72,000

**10. Verification of Distribution – Carrier Delivery and Mail Distribution**

LOCAL Houston Magazine did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.



**11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates LOCAL Houston Magazine’s claim of 211 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**CVC verification confirms that a sufficient number of reported controlled bulk drop locations indicated they received LOCAL Houston Magazine on a regular basis to substantiate the publication’s distribution claims.**

**12. Paid Reporting Analysis – Not Applicable**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Home Issue	June	July
Food Issue	July	August
Style & Fashion Issue	October	November
Holiday issue	November	December

**13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires December 31, 2016.**  
If this report is presented after December 31, 2016 please call the toll-free number listed below.



LOCAL Houston Magazine - Houston, TX - 01-2056 - Supplemental Readership Study

The Circulation Verification Council surveyed LOCAL Houston Magazine (formerly 002 Houston) readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 493 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 116 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 3.25**  
\*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. LOCAL Houston Magazine is distributed regularly in your area. Do you regularly read or look through LOCAL Houston Magazine?

YES	609	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in LOCAL Houston Magazine?

YES	439	72.1%
NO	170	27.9%

3. How long do you keep LOCAL Houston Magazine before discarding it?

29%	Two weeks or less
09%	Three weeks
28%	One month
34%	More than one month

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
40%	50% Male Readers
60%	50% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics	
00%	05%	18 - 20
05%	08%	21 - 24
20%	23%	25 - 34
24%	19%	35 - 44
26%	18%	45 - 54
18%	15%	55 - 64
07%	07%	65 - 74
00%	03%	75 - 84
00%	02%	85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
00%	10%	under \$15,000
02%	09%	\$15,000 - \$24,999
03%	09%	\$25,000 - \$34,999
09%	11%	\$35,000 - \$49,999
19%	15%	\$50,000 - \$74,999
19%	11%	\$75,000 - \$99,999
11%	09%	\$100,000 - \$124,999
11%	06%	\$125,000 - \$149,999
11%	08%	\$150,000 - \$199,999
15%	12%	over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
00%	15%	Some High School or Less
07%	15%	Graduated High School
29%	24%	Some College
43%	28%	Graduated College
15%	11%	Completed Master Degree
05%	04%	Completed Professional Degree
01%	03%	Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 22% New Automobile, Truck or SUV
- 25% Used Automobile, Truck or SUV
- 13% Antiques or Auctions
- 52% Furniture or Home Furnishings
- 18% Major Home Appliance
- 19% Computers, Tablets or Laptops
- 30% Home Improvements or Home Improvement Supplies
- 25% Television or Electronics
- 19% Carpet or Flooring
- 55% Automobile Accessories (tires, brakes or service)
- 38% Lawn & Garden Supplies
- 30% Florist or Gift Shops
- 19% Home Heating & Air Conditioning (service, new equipment)
- 68% Vacations or Travel
- 11% Real Estate
- 63% Men's Apparel
- 75% Women's Apparel
- 45% Children's Apparel
- 01% Boats or Personal Watercraft
- 11% Art & Crafts Supplies
- 16% Childcare
- 28% Education or Classes
- 10% Attorney
- 25% Veterinarian
- 15% Chiropractor
- 31% Financial Planner (Retirement, Investing)
- 52% Tax Advisor or Tax Services
- 54% Health Club or Exercise Class
- 43% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 58% Pharmacist or Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 93% Dining & Entertainment
- 25% Jewelry
- 09% Wedding Supplies
- 27% Athletic & Sports Equipment
- 03% Motorcycles or ATV's

(% = Positive respondents)



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